

## Olympia Film Society at the Capitol Theater

416 Washington Street SE #208, Olympia, WA 98501

Phone: 360.754.6670 | Fax: 360.943.9100

[www.olympiafilmsociety.org](http://www.olympiafilmsociety.org)

### Sponsorship at the Olympia Film Society

The Olympia Film Society (OFS) has been bringing unique arts programming to the South Puget Sound area for three full decades. And not only do we offer our community unmatched entertainment and educational opportunities, nearly every penny we make after expenses goes back into our local economy.

OFS strives to develop mutually beneficial partnerships that will simultaneously support our programming and promote local businesses. One way we do this is through sponsorships.

#### **What kinds of recognition will OFS sponsorship provide my business?**

We offer generous recognition to our sponsors through promotions that reach the communities of Thurston, Mason and Lewis counties that include:

##### ❖ **Print Acknowledgment**

The Olympia Film Society's program guide is a beloved publication in our community. We print 5,000 program guides every six weeks that we mail to approximately 1,200 members and 200 donors and partners. The remaining 3,600 we distribute to over 40 locations throughout the Olympia, Lacey and Tumwater area. All our sponsors receive recognition (logo or business name) in our program guide.

##### ❖ **Web Acknowledgement - [www.olympiafilmsociety.org](http://www.olympiafilmsociety.org)**

The Olympia Film Society's website receives over 125 unique hits per day on our homepage and close to 100 unique hits per day on our calendar page. All our sponsors receive logo recognition on our website, in prime locations either on our homepage or the calendar page.

##### ❖ **On-Screen and Verbal Acknowledgement**

In 2009, approximately 24,000 community members came down to the theater to enjoy our film programming. Our concerts and special events drew over 13,500. Through a combination of verbal acknowledgement, pre-screening logo projections, and sponsor recognition in the theater lobby we make sure our nightly audience connects with the businesses that support us.

##### ❖ **Radio and Print Advertising and Promo**

Concerts and special events at OFS are often promoted through radio and print ads on KAOS and KUOW and in the Olympia Power and Light, the Olympian, and the Weekly Volcano. We also produce and distribute event and film flyers throughout the Olympia, Lacey and Tumwater area. Sponsors can expect to receive name and/or logo recognition as part of the promotion.

#### **Who is the typical OFS audience member?**

Our patrons include Thurston County residents (Olympia, Lacey, Tumwater, Tenino) and individuals from outlying areas to the West and South such as Shelton and Centralia. Data from our Fall 2009 survey suggests that the majority of our patrons identify as white. Our programming attracts individuals from both low- and high-income brackets (31% of respondents make less than \$25K while 25% make \$75K or more) and over half of our patrons are between the ages of 36 and 64 (60% of survey respondents).

#### **Who should I contact for more information?**

You will find more information about sponsorship levels and benefits in this packet, as well as advertising information. If you have any question or would like further information, please contact Elaine Vradenburgh, OFS Development Director, at 754-6670 x10 or [elaine@olympiafilmsociety.org](mailto:elaine@olympiafilmsociety.org). Thank you for your time and consideration!

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## SPONSORSHIP LEVELS

<b>Year-Round Sponsor: \$5,000</b>	
<b>Annual Recognition:</b> <ul style="list-style-type: none"><li>• Logo included in Year-Round Sponsor position in OFS program guide</li><li>• Recognition in theater lobby</li><li>• Logo with direct link to your business included on homepage of OFS website</li><li>• Logo projected during pre-screening slide shows</li><li>• 10 film admission passes to OFS series program</li></ul>	<b>Olympia Film Festival Recognition</b> <ul style="list-style-type: none"><li>• Logo prominently placed in year-round sponsorship section of the festival program</li><li>• Full page ad in festival program</li><li>• Logo slide with heavy rotation projected prior to film screenings and outside</li><li>• 2 Full Passes to the festival</li><li>• 4 invitations to Opening Night Gala</li></ul>
<b>Concert &amp; Event Title Sponsor: \$1,500</b>	
<ul style="list-style-type: none"><li>• Logo included with event in OFS program guide</li><li>• Logo projected prior to event when applicable</li><li>• Logo included in additional promotional material for the sponsored event</li><li>• Logo with direct link to your business on calendar page of the website for one month</li></ul>	<ul style="list-style-type: none"><li>• Verbal acknowledgement prior to event</li><li>• Name mention in ad buys (radio, print, press releases) leading up to event</li><li>• "Sponsored By: Your business" listed on event tickets sold to the public</li><li>• 6 passes with VIP seating to event</li></ul>
<b>Series Industry Sponsor: \$1,000</b>	
<ul style="list-style-type: none"><li>• Business name included in Industry Sponsor position in OFS program guide</li><li>• Logo with direct link to your business included on calendar page of OFS website for</li></ul>	<ul style="list-style-type: none"><li>• Logo projected during pre-screening slide shows</li><li>• 5 regular series film admission passes</li></ul>
<b>Film Series Sponsor: \$1,000 per series</b>	
<ul style="list-style-type: none"><li>• Business name included with film series in OFS program guide</li><li>• Logo projected prior to sponsored series films</li><li>• Verbal acknowledgement prior to each screening in sponsored series</li></ul>	<ul style="list-style-type: none"><li>• Logo included on additional promotion materials for sponsored series</li><li>• Logo on calendar page of OFS website</li><li>• 6 regular series film admission passes</li></ul>
<b>Concert &amp; Special Event Co-Sponsor: \$500</b>	
<ul style="list-style-type: none"><li>• Business name included in OFS program guide</li><li>• Logo slide projected prior to event when applicable</li><li>• Logo included on additional promotional materials for the sponsored event</li></ul>	<ul style="list-style-type: none"><li>• Verbal acknowledgement at sponsored event</li><li>• Logo with direct link to your business on calendar page of OFS website for one month</li><li>• 2 passes with VIP seating to event</li></ul>
<b>Film Sponsor: \$300 per film</b>	
<ul style="list-style-type: none"><li>• Business name included in OFS program guide</li><li>• Logo slide projected prior to sponsored film</li><li>• Logo included on additional promotion materials for sponsored film</li></ul>	<ul style="list-style-type: none"><li>• Verbal acknowledgement prior to sponsored film</li><li>• Logo on with direct link to your business calendar page of OFS website for one month</li><li>• 4 regular series film admission passes</li></ul>
<b>Raffle Prize Sponsor: \$250+ annually</b>	
<i>Please see attached Raffle Prize Sponsor sheet for more details</i>	

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### FILM SERIES OPTIONS

Support OFS all year by sponsoring an entire film series! As part of our regular monthly programming, OFS features two to four films per month based on a certain theme, which we call a "film series." OFS currently has three film series:

#### ❖ **Kids and Family Matinee**

OFS encourages families to enjoy a trip to the movies together with the Kids and Family Matinee Series. This series features highly acclaimed films that are suitable for all ages.

#### ❖ **Classic Film Series**

This new series brings award winning, unique and distinguished classic films from around the world to the historic Capitol Theater. This series celebrates films stand the test of time.

#### ❖ **Midnight Movies**

Twice a month at midnight, OFS screens selected cult, thriller, science fiction and "so bad they're funny" films for Olympia's night owl film buffs. These overlooked films ask us to suspend reality and just enjoy the moment. P

### ANNUAL CONCERT AND SPECIAL EVENT OPTIONS

The community unites at OFS's annual events, which range from live music performances to youth film festivals. We'd be proud to recognize your support of any of the following OFS productions:

#### ❖ **Night of the Living Tribute Bands**

Each October the ultimate Halloween Costume Party takes place at the Capitol Theater. This continually sold-out event finds the community dancing the night away to familiar music from a lineup of tribute bands.

#### ❖ **Environmental Video Festival**

Each spring, OFS presents its Annual Environmental Video Festival to coincide with Earth Day. This four-day event aims to encourage environmental stewardship through educational programming suitable for all ages.

#### ❖ **Documentary Film Festival**

In September, OFS celebrates humanity with the Documentary Film Festival. This popular four-day annual event is as much entertainment as it is education about the world around us. Sponsors are featured throughout the festival.

#### ❖ **Duck the Malls**

OFS proudly presents this annual holiday arts and craft bazaar in December. This well-attended one-day event is open to the public, and features the work of local and regional artists.

#### ❖ **What You Got? Youth Festival**

This two-day event features films, live performances, and creative workshops for youth 21 and younger. The goal is to provide a venue for our community's youth to explore self-expression through film, music, and artwork.

#### ❖ **Oscar Gala Event**

Each year, OFS invites movie-buffs to watch the Academy Awards in-style and on the big screen. The party includes a walk on the red carpet, photos with Oscar, raffle prizes, and movie trivia.

#### ❖ **Volunteer Recognition Party (two events/year)**

OFS could not operate without its 125+ volunteers. Twice a year we hold a party to thank them for their hard work and celebrate their accomplishments. Sponsors help us provide food and entertainment for these active community members.

#### ❖ **Visiting Artists**

OFS has a proud history of offering the community chances to experience and learn from the masters. Join us in our mission to foster the development of independent and underrepresented film, music and allied arts by funding these popular events. In-kind donation equivalents are also encouraged (food, lodging, and basic hospitality needs).

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## RAFFLE PRIZE SPONSORSHIP

The Olympia Film Society (OFS) is proud to present a full movie *experience* that sets us apart from movies-by-mail and the impersonal Cineplex. It has become a distinctive OFS tradition to hold a ticket-stub raffle drawing before each film screening at our Capitol Theater. The drawing serves as another platform for you to promote your products and services—OFS seeks small raffle prizes in the form of in-kind donations from local businesses in the South Sound community. Previous raffle prizes have included gift certificates, coupons for a free slice of pizza, trinkets, and a free pound of coffee.

Every business that donates a raffle prize is mentioned at the raffle drawing. However, by donating your raffle prizes in bulk at an in-kind value of 250+, your business will benefit far beyond this verbal recognition. We encourage you to donate an annual one-time batch of prizes so you can take advantage of one of the following levels of raffle prize sponsorship.

<b>\$1,500 in-kind donation of raffle prizes</b>
<ul style="list-style-type: none"><li>• Logo projected during pre-screening slide show</li><li>• Verbal acknowledgement prior to sponsored raffle</li><li>• Logo recognition on OFS website</li><li>• 10 film admission passes to OFS series programming</li><li>• 2 tickets to opening night of the Olympia Film Festival</li></ul>
<b>\$1,000 in-kind donation of raffle prizes</b>
<ul style="list-style-type: none"><li>• Logo projected during pre-screening slide show</li><li>• Verbal acknowledgement prior to sponsored raffle</li><li>• Logo recognition on OFS website</li><li>• 8 film admission passes to OFS series programming</li></ul>
<b>\$500 in-kind donation of raffle prizes</b>
<ul style="list-style-type: none"><li>• Business name projected during pre-screening slide show</li><li>• Verbal acknowledgement prior to sponsored raffle</li><li>• Logo recognition on OFS website</li><li>• 6 film admission passes to OFS series programming</li></ul>
<b>\$250 in-kind donation of raffle prizes</b>
<ul style="list-style-type: none"><li>• Verbal acknowledgement prior to sponsored raffle</li><li>• Logo recognition on OFS website</li><li>• 4 film admission passes to OFS series programming</li></ul>

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## Sponsorship and Advertising Contract

Thank you for supporting the Olympia Film Society! In order to confirm your sponsorship, you must complete and return this form to the Olympia Film Society at the above address or via fax. Please feel free to contact Elaine Vradenburgh at [elaine@olympiafilmsociety.org](mailto:elaine@olympiafilmsociety.org) or 754-6670, ext. 10 for assistance. Thank you, and we look forward to seeing you at the theater!

### Contact Information

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

### Sponsorships

- Year-Round Sponsor Value \$ \_\_\_\_\_
- Series Industry Sponsor Value \$ \_\_\_\_\_
- Special Event Sponsor Value \$ \_\_\_\_\_ Event: \_\_\_\_\_
- Film Sponsor (\$300/film) Quantity: \_\_\_\_\_ Film(s): \_\_\_\_\_

### In-Kind/Raffle Sponsor

- Value \$ \_\_\_\_\_

Please describe the donation and include a date and time of delivery/pickup:

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### Advertisements

- Value \$ \_\_\_\_\_ / Type (on screen or print) \_\_\_\_\_  
Number of Runs (list number of months for on screen ads or number of issues for print ads) \_\_\_\_\_

### Olympia Film Festival Sponsorship Opportunities

- Yes, I would like more information about becoming an OFF sponsor

### Payment

- My check to the Olympia Film Society is enclosed.
- Please bill me for the amount specified at the above address.
- Please contact me about a payment plan.

**Total Sponsorship/Ad Value:** \$ \_\_\_\_\_

Make checks payable to the “Olympia Film Society” and note “Sponsorship or Advertisement” on the check. Please return this contract and your ad/logo art by \_\_\_\_\_. Email logos to [elaine@olympiafilmsociety.org](mailto:elaine@olympiafilmsociety.org) and ads to [helen@olympiafilmsociety.org](mailto:helen@olympiafilmsociety.org). Logos and ads should be submitted as electronic PDF, eps, jpg, or tif files. Resolution at final size should be 300 dpi for grayscale images and 600 dpi for bitmap line art.

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_